

# INFORMATION ABOUT EACH ELEMENT OF YOUR MULTIMEDIA VIRTUAL BOOK TOUR

## INFRASTRUCTURE

<b>AUTHOR/BOOK INFO SHEET</b>	Compile all of the information needed to make presentations, pitches, one sheets, reviews
<b>PRESS KIT</b>	Creation of a high quality press kit that equips you for any media opportunity.
<b>ONE SHEET</b>	Development of your “one sheet” featuring you and your book.
<b>AUTHOR COACHING</b>	Personal private coaching to develop your message and “sound bites”, plus training on how to be interviewed successfully to get your message out.

## VISIBILITY

<b>BOOK REVIEWS</b>	Book reviews will be provided by each radio show host for their book and posted for you on all of the major book hubs including Goodreads and Google Books.
<b>RADIO INTERVIEWS</b>	Authors will be spotlighted in interviews and toured on self improvement and non-fiction internet radio shows.
<b>MAGAZINE INTERVIEWS</b>	Authors will be featured in full color spreads and interviews in self improvement and non-fiction internet magazines.
<b>TELEVISION INTERVIEWS</b>	Authors will be showcased in an exclusive 30 minute interview on a conscious living network with a viewership of over 4 million.
<b>SOCIAL MEDIA</b>	Facebook and Twitter blasts about your book and your tour on multiple pages.
<b>EMAIL BLAST</b>	My private list of over 3,000 spiritual people seeking meaning and purpose in their lives.
<b>PRESS KIT</b>	Creation of a high quality press kit that equips you for any media opportunity.
<b>ONE SHEET</b>	Development of your “one sheet” featuring you and your book.
<b>MEDIA COACHING</b>	Personal private coaching to develop your message and “sound bites”, plus training on how to be interviewed successfully to get your message out.
<b>BOOK TRAILER</b>	Production of a professional high quality 30-60 second book trailer that will be distributed onto 300 popular book video sites plus sent to over 4,000 libraries nationally.
<b>BOOK COMPETITIONS</b>	Strategize which prestigious international book competitions to give your book stature and visibility with top tier publishers.
<b>BOOK SYNOPSIS</b>	Coordination of a professional book synopsis by industry insiders to give you a succinct representation for your book queries.
<b>LITERARY AGENT QUERY</b>	Submission of your book synopsis and a professionally written email book query to over 1,000 literary agents globally.
<b>NEWSPAPER &amp; RADIO CONTACT QUERY</b>	Query sent to over 1,000 national college campus newspapers, specialized women’s and spiritual radio shows.
<b>BOOK FAIR ENTRANCE</b>	Fees paid to an internationally recognized company to represent your book at State, National and International Book Fairs. Fees are discounted 50% for authors in this program.

## SALES CHANNELS & DISTRIBUTION

<b>SALES CHANNEL &amp; DISTRIBUTION STRATEGIES</b>	Optimizing all possible distribution channels and representation so that book buyers have a source for your book. Includes a review of Amazon and other distributor options.
<b>ASSOCIATION STRATEGIES</b>	For authors who want to do events, there are lots of specialized association events to sell your book and speak at. Some are related to book events and others are niche specific.
<b>AMAZON BEST SELLER BOOK CAMPAIGN</b>	Coordination with a professional who has done numerous best seller campaigns without a lot of headache.
<b>PERSONAL RADIO SHOW</b>	Become a host of your own radio show on the Living Well Talk Radio Network

## **BONUSES**

<b>BOOK BLOGGERS</b>	Lists, contact information and submission criteria to the top non-fiction & book bloggers.
<b>RADIO SHOW HOSTS</b>	Lists, contact information and submission criteria to the top non-fiction talk radio shows.
<b>PITCHING THEMES</b>	List of themes to use when pitching your books to blogs, magazine, radio and television.
<b>RADIO INTERVIEW TEMPLATES</b>	Learn how to be interviewed with ease and grace and how to work with different types of hosts when you appear on their shows.
<b>INDIE BOOKSTORES &amp; RETREAT CENTERS</b>	List of contacts and information on indie and college bookstores, plus a list of all the retreat centers in your state so that you can create an in person book tour of book signings and author events.

Each of these programs is designed for you to complete within 90 days and to get you visibility and opportunities for you to promote and sell your book.